

LONDON & PARTNERS' REPORT TO THE GLA

Q3 2024/2025

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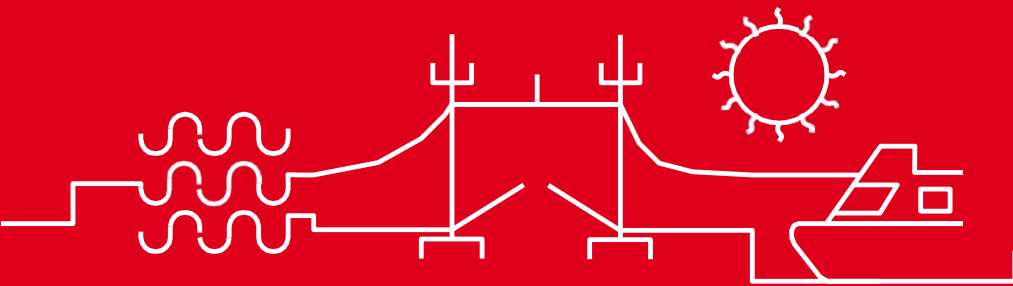
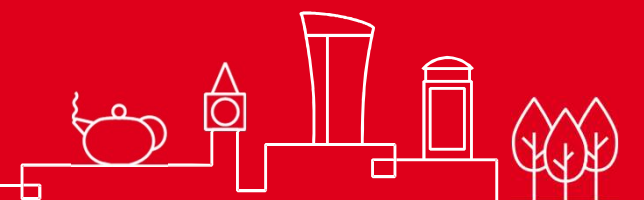


Table of Contents

Summary

KPIs



Grow London

- Grow London - FDI
- Grow London -Global
- Grow London - Innovation Fellowship
- Business marketing

Markets

- China
- Europe
- India
- NorthAmerica

Sectors

- Creative
- Fintech & Cyber
- Enterprise Tech & Business Services
- Sustainability
- Life Sciences – MedCity

Visitor Economy

- Conventions & Business Tourism
- Major Events
- London Recovery Support

Small Business

- Small Business Support

London Brand

- PR

Income Growth Opportunities

- Partnerships
- Income Generation

Strategy & Operations

- Strategy & Corporate Affairs including Research & Insights
- Operations
- Risks
- Finance Overview

Q3 2024/2025 summary

The third quarter of this year saw London & Partners deliver significant engagement with London audiences, partners and stakeholders.

Our impact

Results proved that the organisation is on track to meet GVA targets for the financial year. By the end of Q3 we have added £345m GVA to London's economy (81% of our annual target).

Strong performance across all business lines has driven this, with Grow London Global and FDI achieving £192m (76%) and £101m (88%) respectively of their annual target.

CVB has added £41m GVA, 87% of the target and most notably, Major Events have added £10.6m GVA, exceeding their annual target of £10m.

Key milestones

In the Autumn we introduced Paddington Bear as London's first-ever Welcome Ambassador. The campaign, which included a colourful mural on the South Bank unveiled by actor and voice of Paddington Bear garnered international media attention.

In November, we held our annual Grow Summit. Held over 3 days, key topics such as health, AI, climate and robotics were discussed. Overall, we had more than 550 attendees including scaleups, investors and corporate innovators.

We were also proud to go past our GLL targets, having supported over 14,000 businesses this year. Embedding a new service is always challenging but to gain engagement so early shows the value of the service and the importance to the London economy.

Looking forward

Our Grow London Local (GLL) offer will be celebrating its 1-year anniversary in January 2025. Over 16,000 entrepreneurs receiving support as a direct result of this new service and we look forward to continuing to scale and grow our impact.

We will host "Tourism Means Business" in Q4 – our annual conference for the tourism industry where we share the latest insights, upcoming campaigns and an economic outlook for the sector in London.

We continue to run and organise trade missions, community events and activities which are highly valued by our high growth ecosystem.

Summary

As we reflect on a successful Q3, we are looking forward to our business plan for 2025/26 – one where we look to continue to scale our impact as the growth agency for London.





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2024/2025 KEY PERFORMANCE INDICATORS

Introduction



2024/2025 outcomes as set out in L&P’s business plan

	 Business Growth	 Destination	 London Brand	 Commercial Activity
Impact	This creates sustainable, inclusive jobs in London.	This creates additional spend in London's hospitality, leisure, retail and culture.	This supports London’s communicators to tell the city’s story brilliantly.	This generates profit to reinvest in London’s recovery.



	GVA (£m)	Net Promoter Score (NPS)	Income (£m)
Metrics	We measure the economic growth we generate that would not otherwise exist.	We measure the satisfaction of our clients and partners.	We measure the income we generate in addition to our grant from the GLA.
Targets	£424m	Clients: 55 Partners: 40 GLL: 20	£6.87m

L&P Scorecard – financial year 2024/25 by end Q3

Outcome	Area of activity				Metric	RAG	Results
	Grow London	Grow London Local	Destination	Opp London			
Creating economic growth	●		●		GVA (£m)	On track	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>£424</div> <div>£345</div> </div>
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	Target achieved	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>10,734</div> <div>14,882</div> </div>
Providing high quality services	●	●	●	●	Net Promoter Score	NPS well above target	<div> <div>55</div> <div>73</div> </div> <div> <div>20</div> <div>62</div> </div> <div> <div>40</div> <div>74</div> </div> <div> <div>Grow London and event clients</div> <div>Grow London Local</div> <div>Partners</div> </div> <div> <div>Target</div> <div>Year to date</div> </div>
Scaling our impact	●	●	●	●	Non-grant income (£m)	Ahead of Q3 target	<div> <div>Target</div> <div>Year to date</div> </div> <div> <div>£6.87</div> <div>£5.48</div> </div>

Black dots represent outcomes currently measured. Grey dots refer to outcomes we aspire to measure. Results are for the financial year from 1 April 2024 to 31 March 2025, not since the programmes started.

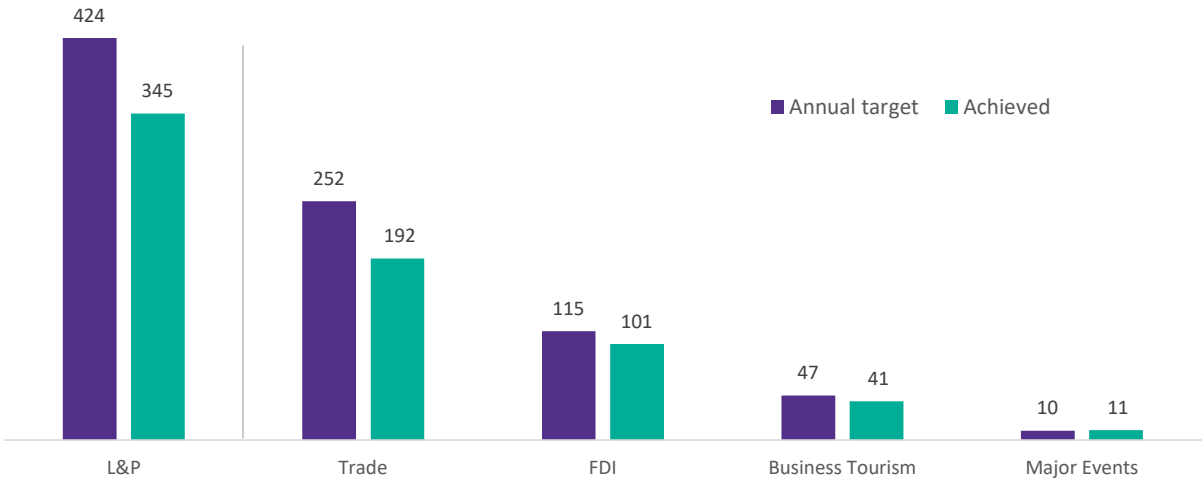
GVA – on track

We have added £345m GVA to London’s economy by the end of August 2024/25. This is 81% of our annual target three quarters into the financial year.

Our trade programme has delivered £192m, which is 76% of the £252m target. This is based on two cohorts, with one more cohort to be graduated before the end of the year.

FDI is on track with £101m GVA, 88% of the £115m target. Business Tourism is also on track with £41m GVA, 87% of the £47m target, while Major Events has achieved its annual target with £10.6m GVA or 106% of the £10m target.

GVA achieved vs. target, £m



Annual target (£m)	424	252	115	47	10
Achieved (£m)	345	192	101	41	11
Share of annual target	81%	76%	88%	87%	106%
RAG	●	●	●	●	●

Results are for the financial year from 1 April 2024 to 31 March 2025, not since the programmes started. Totals may deviate slightly from the sum of individual figures due to rounding.

Scorecard commentary

Intro

Three-quarters into 2024/25 we have added £345m GVA to London's economy, achieving 81% of our £424m target. Grow London Global has achieved £192m or 76% of the target and FDI £101m or 88% of the target. On the destination side, CVB has added £41m GVA, 87% of the target and Major Events have added £10.6m GVA, above their annual target of £10m. NPS is 73 for Grow London and event clients, above the target of 55, and 62 for Grow London Local, above the target of 20. Partner NPS is at 74 against the target of 40, but this is based only on Open Innovation Fellowship, not yet tourism partners.

Economic impact

We measure our economic impact in terms of additional GVA. This measures the economic activity in London that happens in London as a result of London & Partners support for FDI, Trade, Business Tourism and Major Events.

Client satisfaction

We measure client satisfaction in terms of Net Promoter Score (NPS). Overall, we track this for 1) Grow London and events business lines, 2) Partners and OIF and 3) Grow London Local. The score can range from -100 to +100. A score above 0 is regarded as 'good' and above 50 is 'excellent', 80 is 'world class'. We will investigate if a score is negative or neutral or if a significant drop (>20% AND >5 points drop).

Small businesses supported

We track the number of companies that have received support either in-person or digitally. Digital support is counted when a website visitor goes through the diagnostic tool and receives personalised content.

Economic impact performance

With £345m GVA against the £424m target, we have achieved 81% of our annual target, after three-quarters of the financial year. The majority of GVA has been achieved through trade and FDI, but CVB and ME are also tracking well with ME having already achieved their annual target.

FDI

£101m GVA, 88% of the annual target. 92 FDI companies.

Some notable Q3 wins are:

- US AI company / 50 jobs in first year and £4.5m GVA
- Indian enterprise tech company creating 10, potentially up to 50 jobs in Harrow

Trade

£192m GVA, 76% of the annual target. 112 companies graduated. This is based on two cohorts, with one more cohort to be graduated before the end of the year.

Some notable Q3 wins are:

- Sustainability company, £12.5m GVA
- Other big GVA wins by companies from Brent, Hammersmith & Fulham and Richmond.

CVB

£41m GVA, 87% of the annual target.

Some notable Q3 wins are:

- Tech event with 20,000 daily visitors for five days, £10.8m GVA
- Alzheimer's Association, 8,000 daily visitors at ExCel for five days, £5.2m GVA

ME

£10.6m GVA, 106% of the annual target. 17 events Target achieved. **No new wins, but target achieved.**

Client satisfaction performance

Grow London and events business lines have an NPS of 73, based on 229 respondents, 3 points higher than after Q2 and well above the 55 target. 6 points lower than in the full year 2023/24.

Trade is at 60 vs 65 last year, 6 points higher than after Q2. FDI is at 84, higher than the 81 from last year and 1 point higher than after Q2. CVB are with 92 at a very high level, although they have had to climb down from their staggering 100 points. The single Major Events respondent has given 10/10.

Partners and OIF are at 74 compared to the target of 40. The 74 is based on 19 OIF respondents. NPS from tourism partners and Grow London partners will be in later in the year.

Grow London Local have an NPS of 62, more than triple the target of 20. This is based on 381 responses.

Small businesses supported performance

Grow London Local has in Q1, Q2 and Q3 helped a total of 14,882 small businesses accessing the support they need, against the financial year target of 10,734, so the target has been achieved. Almost 9,000 businesses were supported in Q3 alone.

Income

£5.480m achieved. YTD budget was £5.063m, so we are 8% ahead of budget. Last year we had achieved £5.165m after Q3, so we are 6% ahead of this.

Totals may deviate slightly from the sum of individual figures due to rounding.

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Grow London



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Grow London FDI – new projects, wins and activities

TARGETS

Overall: Strong end to the year as we finished Q3 at £101m GVA and 92 individual completions with a forecasted 1,304 Year 1 jobs..

This represents 88% of our FY2425 target (£115m) and GVA is c16% up on same time last FY.

The average size of our wins continues to be up this year at £1.08m per win (up c24% yoy).

The score for FDI is 84.

Markets: Strongest market continues to be **India** £47.4m (23 wins). **NA** has delivered £23.6m GVA (18 wins); **Europe** £15.6m (26 wins); **China** £13.6m (18 wins). **Other markets** £0.978m with wins in Australia (3 wins), Korea (2 wins) and South Africa (2 wins).

Sectors: **Enterprise** has landed the most individual wins (29 wins) and most GVA (£37.4m) **Creative** secured £25.6m so far across 18 wins; **Fintech & Cyber** landed £19.7m GVA (22 wins); **Sustainability** has landed 14 wins valued at £11.5m GVA; **Life Sciences** 9 wins at £5.6m GVA.

NEW OPPORTUNITIES

Overall: Our business development activities continue to source good volumes of new opportunities.

In Q3 we sourced 137 new opportunities taking the total this FY to 505 which is c7% down on volumes at same time last FY.

Markets: **North America** sees the largest volume of new opps (190) valued at c£61.2m GVA and c38% of our total new pipeline. **India** sourced 105 new opps (valued at £20.85m GVA); **Europe** 95 new opps (£20.1m GVA) and **China** 71 new opps (£13.4m GVA).

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 169 valued at £38m GVA; **Fintech & Cyber** had a strong Q3 with 98 new opps and £35.1m GVA; **Sustainability** also had a strong Q3 and sourced 93 new opps valued at £126.9m GVA; **Creative** sourced 81 new opps valued at c£18.4m; Finally, Life Sciences 50 new opps valued at £10m GVA).

NEW WINS

29 new completions landed in Q3 valued at £23.9m GVA this period. Some notable projects as follows:

- US AI/ML company set up its first UK investment in London with 50 jobs and £4.4m GVA
- Swedish Creative Tech / Music Tech scale up set up in London with 20 new jobs and £1.7m GVA
- German Investment Platform set up in London with 10 jobs and £844k GVA
- German Sports Tech set up first investment in the UK in London with 8 new jobs and £509k GVA
- Indian AR/VR Training Tech company sets up in London with 3 new jobs and £243k GVA
- US Sustainability / Energy Consultancy set up in London with 3 new jobs and £217k GVA
- Chinese VC set up an office in London with £1.4m GVA

Totals may deviate slightly from the sum of individual figures due to rounding.

Grow London Global – Trade



TARGETS

Number of cohorts on the GLG programme for Q3:

Cohort 4 - 98 (May 2024)

Cohort 5 – 109 (Sep 2024)

We are completing graduating Cohort 2 from the GLG programme and will start to graduate Cohort 3.

Recruiting companies for Cohort 7 to start Feb 25

KPIs

GLG GVA: £73.9m achieved in Q3



ACTIVITIES

Our activities and events include some of below:

Scaling Success in Europe - Oct

During this session our GLG companies heard from successful entrepreneurs, on the cultural challenges of selling in Europe, strategies to build their sales pipeline and practical advice for building their network in Europe.



ACTIVITIES

London x Slush Hack: Pitching & Networking - Oct

Together with Helsinki Partners, our companies learnt more about one of the largest Tech events in Europe and how to make the most of it, to network with the London community planning to attend SLUSH.

US Expansion: Roundtable Dinner with Wilson Sonsini - Oct

Our "Coming to America: US Expansion and Fundraising" roundtable dinner, run Wilson Sonsini facilitated a Q&A session, discussing best practices for navigating the logistical aspects of launching and operating a UK business in the United States and setting and meeting expectations for US later-stage funding.

Exploring European Markets for Growth - Nov

An opportunity to join Expo City Dubai for an insightful discussion on strategies to successfully grow in Dubai and the GCC.

US Healthcare System: Opportunities & Regulations for Life Sciences - Nov

This event explored the opportunities for Life Sciences companies in the US, with LS and US regulation experts focusing on key areas of demand, regulatory differences, and the importance of building relationships with regulatory bodies such as the FDA

Festive Flavours: GLG Networking event - Dec

This was an opportunity to celebrate the season where our GLG companies met their peers.

• TRADE MISSIONS

We held 6 trade missions in Q3 as below

Bio Japan – Oct

Our Life Sciences companies attended Bio Japan as well as travelling to China and Hong Kong. Some fantastic connections to stakeholders in the Life Sciences ecosystems.

Expand North Star – Oct

We took a large delegation to Dubai Northstar, from all sectors to attend the event, supported by our Chair and Deputy Mayor, Howard Dawber. Our companies met countless investors and stakeholders including pitching throughout the conference.

Fintech Trade mission Nov

A very successful mission leading a delegation to NY and Toronto, where companies met many tier 1 and tier 2 banks, corporates, investors and stakeholders.

Sustainability mission Paris & Amsterdam – Nov

Companies focused on the built environment and green innovation met with sustainability investors and leaders on both cities.

Creative and Enterprise Trade Mission Singapore

We took a delegation of exciting CreativeTech & Enterprise Tech companies to Singapore with Howard Dawber meeting stakeholders, corporates and investors.

Fintech and Enterprise mission India

Our delegates travelled to Mumbai & Bangalore in a jam-packed week of roundtables, receptions and making fantastic connections.

Grow London - Growth Services & Community

Grow Summit



In November we held the second 'Grow Summit' over three days including a Founders Retreat for 100+ scaleups, a frontier-tech day 'Future Horizons' which covered health, AI, computing, climate and robotics, and a VIP Annual Dinner with the Deputy Mayor for Business.

Overall, more than 550 people attended including scaleups, leading investors, corporate innovators and stakeholders heard from 61 presenters, including Samos Investment, Google, Raspberry Pi, Cubbitts, Oaknorth, FCAT, Quench.Ai, Royal Institution, AstraZeneca, Open Data Institute, Pasqal, Snap Labs amongst others.

The event was covered widely including on the BBC, Bloomberg and in the Evening Standard.

Open Innovation Fellowship

This quarter we are delivering for our largest ever cohort. The group includes 17 corporate leads from Eon, Morgan Stanley, Sony/PlayStation, Travelers, The AA, BAM, AbbVie, Reed, Mills Reeve, NatWest, BP, HSBC, FirstGroup, Fujitsu, Openreach with a large proportion of the group leading on corporate venture capital. The goal of each of these companies is to work with our scale up clients.

This quarter we made an additional visit to the Earthshot prize-winning Notpla factory in Hackney Wick with buyers from the major supermarkets looking at collaborative innovation to reduce the amount of plastic used by supermarkets and FMCG companies in their supply chains.

We also convened 20 innovation leads (including AstraZeneca and NatWest) at the SLUSH summit in Helsinki where they met with FDI clients and UK scaleups at a sponsored reception for 120 attendees.

Access to Funding – Events this quarter



Life Science: Government Funding / Alternative funding with GrantTree
Sustainability: PropTech and ClimateTech with Clearance Venture Partners
Fintech: Beyond Fintech: retail banking, wealth products, Insurtech, and anti-fraud technologies with Lloyds Fintech Investment
Creative: Mediatech with Mercuri VC

Meet the Corporate

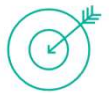
Sustainability: Net Zero Innovations with Coca-Cola Ventures
Sustainability: Retrofit with Grosvenor
Enterprise: Insurtech with Convex Insurance
Enterprise: The Future of Customer Service with Marks & Spencer
Cross-sector: People safety, training / L&D, asset security (incl IoT), wildcard with OpenReach

Example Community Events

Fintech Club: Disrupting Investment management with Coutts, nokkel, Vanguard and Velea
Enterprise: Tech connects into the UK's legal sector roundtable with Oury Clark, Linklaters, Taylor Wessing
Fintech Green Finance breakfast with GLA
Enterprise AI dinner with key London stakeholders
Enterprise teach SaaS open mic roundtable with FDI and GLG clients
AI in creative with Sony, AI Caramba!, nCI, ElevenLabs, Epidemic Sound and Charisma.ai
Sustainability Demo Day: Greening Estates and Smart Cities with Airpurity, AUAR, ChargeWheel, Compocity, Deepki, Komunidad, LocaeRise, Lonate, Measurable Energy, MVRDV, Perse, Viatic. Followed by networking reception with keynotes by the Deputy Mayor and Waymo Founder

Grow London - Talent & Skills (in High-Growth Sectors)

Grow London has unique access to hundreds of the fastest growing companies in the city, of which a majority list access to talent as a top barrier to growth. We have built a new team to support clients with this challenge, better enabling them to hire diverse candidates from across London. For our clients we are:



EXPERTS

- **Free expert advisory service launched summer 2024 and now available to 400+ active Grow London scaleup companies**, as well as 1500+ alumni.
- **56 client businesses supported in Q3**
- Salesforce functionality developed and rolled out allowing us to track our client work much more effectively and report key data outputs on the talent needs of high-growth businesses.
- New data tool Ravigo acquired, allowing us to provide market-leading insight to clients and draw direct comparisons with other cities, alongside existing LinkedIn Talent Insights tool



CONVENORS

- As part of the GROW Summit in November we supported 100+ high-growth businesses, providing 121 support across the event. We hosted **3 roundtable sessions specifically tackling Talent challenges** faced by these businesses, bringing in sector experts
- Community Engagement Manager recruited and onboarded to drive this area of our work, putting together a calendar of events and an engagement plan to broaden our network across 2025



CONNECTORS

- Advisors making onward introductions to our network of recommended talent and skills providers across London (universities, FE, recruitment, corporates, independent training/bootcamp providers, apprenticeship schemes)
- We are already promoting organisations that meet the Quality Mark or other relevant best practice standard
- In Q3 we **supported the GLA's Advanced Digital Skills** consultation, taking part in a consultation with other skills sector representatives
- We have also been part of the **City of London's Women Pivoting into Digital taskforce** and **Innovate UK's Talent & Skills Partner Community**

Grow London Early Stage

Delivery of 6 business support programmes for early-stage growth companies active in high growth sectors that support sustainable growth in London.



RECRUITED COMPANIES: 72



Circular Partnerships

In partnership with ReLondon



Global London

In partnership with Newable



Evo Fashion

In partnership with Fashion District



Innovate Zero

In partnership with Sustainable Ventures



GRADUATED COMPANIES: 114



TechBio Boost

In partnership with BIA and KQ Labs



Grow Music

In partnership with BPI Innovation, Abbey Road Red, Angel Investing School, ADK, Measure of Music and UK Black Tech

Business Marketing (CVB)

IBTM World

- Q3 included one of the main yearly trade shows for CVB, **IBTM World** from **18 to 20 November 2024**.
- We maintained the same campaign messaging, themes and marketing collateral as for the previous trade shows to implement brand awareness across all of them when promoting London around the world
- We continued with the '**London is...**' campaign following its success among partners
- Through our social campaign, we generated a total of **1,012** pre-appointments with the most successful channel being LinkedIn

SOCIALS

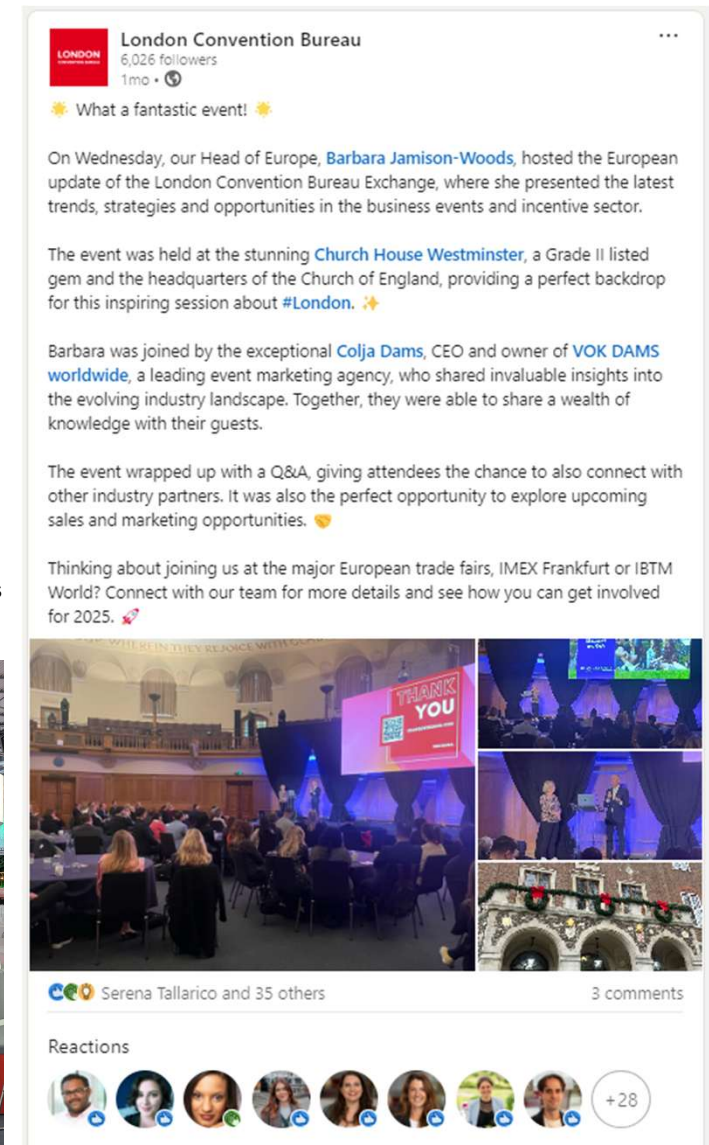
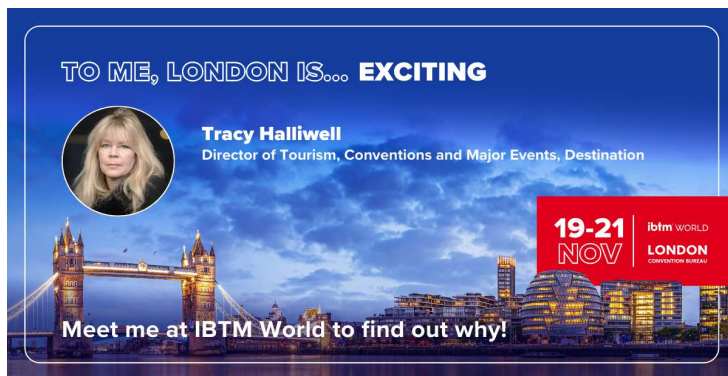
Organic:

270 new followers on LinkedIn in **Q3**, which was a **95%** increase than the previous quarter

Pictures of CVB team and their activities during fringe-events increased engagement rate up to **35%**

Paid:

- We run paid always on campaigns on LinkedIn between mid Nov and early December where we gained **136** followers and a total of **1,665** engagements



Business Marketing (FDI)

Plug into AI Campaign: 01/11/2024 – 31/03/2025



London stands at the forefront of the AI revolution, uniquely positioned to attract and support AI companies. With a thriving talent pool, robust investment opportunities, rich data access, and a dynamic AI ecosystem, London offers an unparalleled environment for AI-driven businesses.

This campaign showcases the opportunity for AI founders, C-Suite leaders, and entrepreneurs, particularly from North America, India, and Europe, to scale their high-growth AI ventures in London.

Campaign Objectives

- Raise Awareness:** Highlight London's position as a global hub for AI innovation and investment.
- Generate Leads:** Support the inward investment team by attracting international AI companies to explore opportunities in London.

Key Achievements to Date (campaign will continue to run until March 31st)

- Leads Generated:** 26 qualified leads from target audiences.
- Engagement:** Over 120,000 high-quality interactions with campaign content.

Key Message

This campaign tells a powerful story of why London is the ideal destination for AI companies. By leveraging compelling statistics and real-life testimonials from AI entrepreneurs thriving in London, it reinforces the city's position as the top choice to scale an AI company.



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VIEW FROM THE MARKETS



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Europe



HEADLINES

Key Political Events

- France: Prime Minister Barnier's minority government was overturned in a no-confidence vote, leading to political unpredictability.
- Germany: Chancellor Scholz's government collapsed in December following a parliamentary confidence vote, triggering early election in Feb 2025

Economic Highlights

- Eurozone GDP growth slowed to 0.2% quarter-on-quarter, with resilience in services offset by weakness in manufacturing. Eurozone inflation dropped to 3.5% in December due to declining energy prices and tighter monetary policies.

Investment landscape:

- European startups raised GBP 9.3B in Q3 2024.
- 2024 European venture capital investment is tracking in line with 2023, and ahead of 2019/2020. According to Atomico's State of European Tech, European scale ups raised \$45B in 2024.
- Late-stage investment has seen a slight slowdown in Q3



FDI & Trade

- Europe delivered **9 FDI wins** in the third quarter, generating a **GVA of £4.4m**. To date, Europe contributed to the creation of 800+ jobs across 26 FDI projects this fiscal year valued at £16m.
- The 9 Q3 wins came from across 4 of our 5 core sectors:
 - Sustainability: 1
 - Fintech & Cyber: 3
 - Enterprise Tech: 3
 - Creative: 2
- Climate tech trade mission to Paris and Amsterdam: GLG delegates met with major corporates like ENGIE, EDF, Leonard by VINCI, Bouygues Construction, Arcadis, Schiphol Airport, Orange, Sopra Steria, Eneco, Achmea, ING, ClimateTech investors and peers in both cities.



ACTIVITY

The Team Europe attended several **key events across Europe**:

- **Smart Cities Expo** in Barcelona
- **Web Summit** in Lisbon
- **Slush** in Helsinki

We organised **side activities** alongside some of the events:

- **Web Summit:**
 - Jointly with DBT Portugal we hosted a **networking lunch** where L&P had the opportunity to highlight **the wealth of opportunities of London's tech and innovation landscape**. 60+ guests
- **Slush:**
 - Jointly with DBT Finland, we hosted a **sustainability-focused event** at the Ambassador's Residence.
 - **L&P and the Fidelity Center for Applied Technology organised a networking reception** that brought together the British ecosystem and European startups, investors, and stakeholders - a room full of energy and connections!



China



HEADLINES

- British Foreign Secretary The Rt Hon David Lammy MP visited Beijing and Shanghai in October, outlining the new government's approach to establishing stable and consistent engagement with China, and wishes to expand cooperation especially in climate change, energy, environmental protection.
- China's top leaders convened for the annual China Economic Work Conference (CEWC) on 11 & 12 December. Key announcements for 2025 included emphasis on boosting domestic consumption, raising the budget deficit, and adopting a looser monetary policy.
- China's visa-free transit system, which is available to visitors from 54 countries, from Dec was extended from 144 hours up to 240 hours, or 10 days. The scheme now includes the UK



FDI & Trade

- The China team completed 2 FDI projects and contributed £2.1million GVA to London. Q1-Q3 combined GVA hit £14m on track for the annual target (20m)
- Both new wins are from the Fintech sector, echoing the trend that more Chinese VCs are exploring investment opportunities into UK tech companies.
- The team hosted the Grow London Life Science mission to Shenzhen and Hong Kong in Oct, the first in-person mission to China since 2019. Comprised of eight highly innovative London companies in Biopharma, Biotech and HealthTech, the four-day programme was in collaboration with DBT and various local partners. The mission provided valuable insights into the fast-evolving GBA and wider Asian market and opened doors to collaboration for the delegates.



ACTIVITY

- Bingbing Zhao joined the city visits led by China Britain Business Council's Chair Sir Sherard Cowper-Coles in Chengdu and Chongqing, and Lesley Li joined in the part in Guangzhou and Shenzhen. The programme includes a series of meetings with senior Chinese government officials, stakeholders and Chinese investors across China, Southwest China is often an underappreciated region, while it represents the focus of China's next urban modernization development and has great potential for UK business.
- Both the Beijing and Shanghai offices hosted new year network events with key partners respectively. Thank for partners' support and share the business plan of the new year.
- The team proactively participated, spoke and supported a wide range business events in various cities: China International Supplier Chain EXPO (CISCE) in Beijing, Shenzhen (Longhua) International Cooperation Center Annual Conference, SIBOS Beijing, UK-GBA Investment Conference, Global Traffic Conference in Shanghai, China International Import Expo in Shanghai, Annual conference of World Innovative Cities Cooperation Organization etc.



India



HEADLINES

- In 2025, India will lead fintech disruption, redefining global systems with UPI (unified payments interface), AI, blockchain, and quantum computing
- Venture Capital activity in India hits \$16.77 billion in 2024, marking 14.1% growth
- India Inc boosts women in leadership with IT startups offering the highest number of board seats to women in last five years with at least one-woman director



FDI & Trade

- FDI: The India team has exceeded their annual GVA target of £45 million. 23 Indian companies set up operations in London, generating a total GVA of £47 million
- Trade: A Fintech & Enterprise Trade delegation of 13 high growth London HQ companies, led by Janet Coyle, visited Mumbai and Bangalore in December. They explored business partnerships with large fintech companies and banks in India
- Trade: A joint Trade Delegation of 40 companies from India and London, led by Howard Dawber, visited Dubai in October for a global tech event - Expand North Star and GITEX



ACTIVITY

- London and Partners immersion visit to Dubai and Abu Dhabi in September to strengthen ties with stakeholders and to promote London as a top investment hub
- London & Partners visited the Singapore Fintech festival in November to explore London – India – Singapore as Fintech Hubs for collaboration
- London and Partners was invited by the Odisha Government and the Kerala Startup Mission to participate in panels and roundtable discussions, to engage with startups keen on exploring global expansion opportunities
- Travel to fast growing Tier 2 cities of Indore, Mysore, Mangalore, Dehradun and Chandigarh to meet with companies and explore untapped markets



North America



HEADLINES

- London & Partners Amrit Kang recognized as an Inspiring Fintech Female at an awards ceremony at the New York Stock Exchange for her work as a connector and mentor in the NYC fintech community.
- Donald J. Trump re-elected as President with the Republicans gaining control of the Senate and keeping the House of Representatives.
- The venture capital market in the US saw a modest recovery in 2024 following several disappointing years. AI, biotech and fintech are the key areas attracting investment. Companies in AI attracted 28% of all global VC funding in 2024.



FDI & Trade

- Five FDI wins in Q3 for a total value of £11m.
- Projects wins were an AI/data center unicorn from New Jersey, an AI unicorn from San Francisco, a marketing services firm from Delaware, a sustainability platform from Colorado and a SaaS platform from Colorado.
- Steady flow of trade wins from Grow London Global companies with North America on-track to achieve its target for this FY.

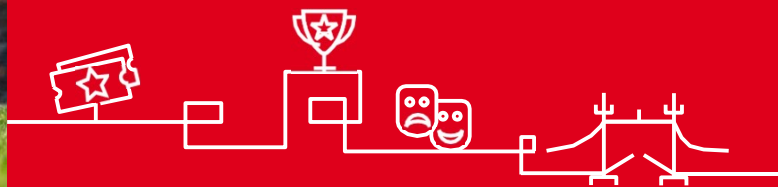


ACTIVITY

- Fintech delegation to New York City and Toronto in October, meeting buyers at large financial institutions and major investors.
- Hosted “Local to Global” event as part of San Francisco Tech Week with our commercial partner RSM, the investor Frontline Ventures and the tech unicorn Vanta.
- Hosted “London for Tech” event with RSM during Los Angeles Tech Week at Snap’s global HQ. All female panel and networking reception.
- Supported the launch of Imperial College London’s “Imperial Global USA” hub in San Francisco.
- Janet Coyle, business development to San Francisco and Los Angeles visiting large AI FDI projects, the venture community and key stakeholders.

LONDON
& PARTNERS

SECTORS



Creative

HIGHLIGHTS

- 2 Creative Technology FDI wins worth over £2.2m GVA which year to date is a total of 18 wins with a total of over £25.6m GVA
- One of those wins is a well know Nordic music tech company
- 18 new creative technology opportunities
- 7 creative tech GLG companies joined mission to Singapore
- Over £32m GVA from GLG companies for the quarter

NEXT QUARTER



- Moderating panel at Pocket Gamer Connects and hosting breakfast
- GLG Cohort launch, 23 creative tech companies joining
- GLG mission to SF/LA
- Hosting annual creative technology reception
- Moderating panel during European Film Market (EFM) in Berlin and hosting drinks with the EFM Accelerator programme
- Hosting Film networking breakfast
- Immersive campaign launching

ACTIVITIES

- Communities team and wider creative technology team hosted AI for Creative Technologies with Sony Innovation Fund, speakers included Epidemic Sound, DAACI, Charisma.ai and ElevenLabs, over 80 guests including GLG and FDI companies and stakeholders
- Team attended: Slush, KOCCA office opening, Constant Contact launch, Shanghai-London Screen Industry Forum, PUBG at Excel, Taylor Wessing roundtable with Scotiabank, Pocket Gamer Awards, FOCUS
- Stakeholder meetings: GLA Culture team, SXSW London, ICCI, Payload Studios, Remix, Music Technology UK, Music Technology Germany, Catalonia Trade & Investment, DBT London, Bloomberg Associates, Wolff Olins, Imagination, Fashion District, IPA, Film London, Music Ally, Swedish Chamber, Games London, IAB UK, Business France



Fintech & Cyber

HIGHLIGHTS

- 6 FDI wins totalling £3.9m GVA
- Ran Fintech Club event at Level39 on disrupting Investment Management
- Hosted an international delegation from Singapore alongside Cyber London
- Fintech Trade Mission to New York and Toronto

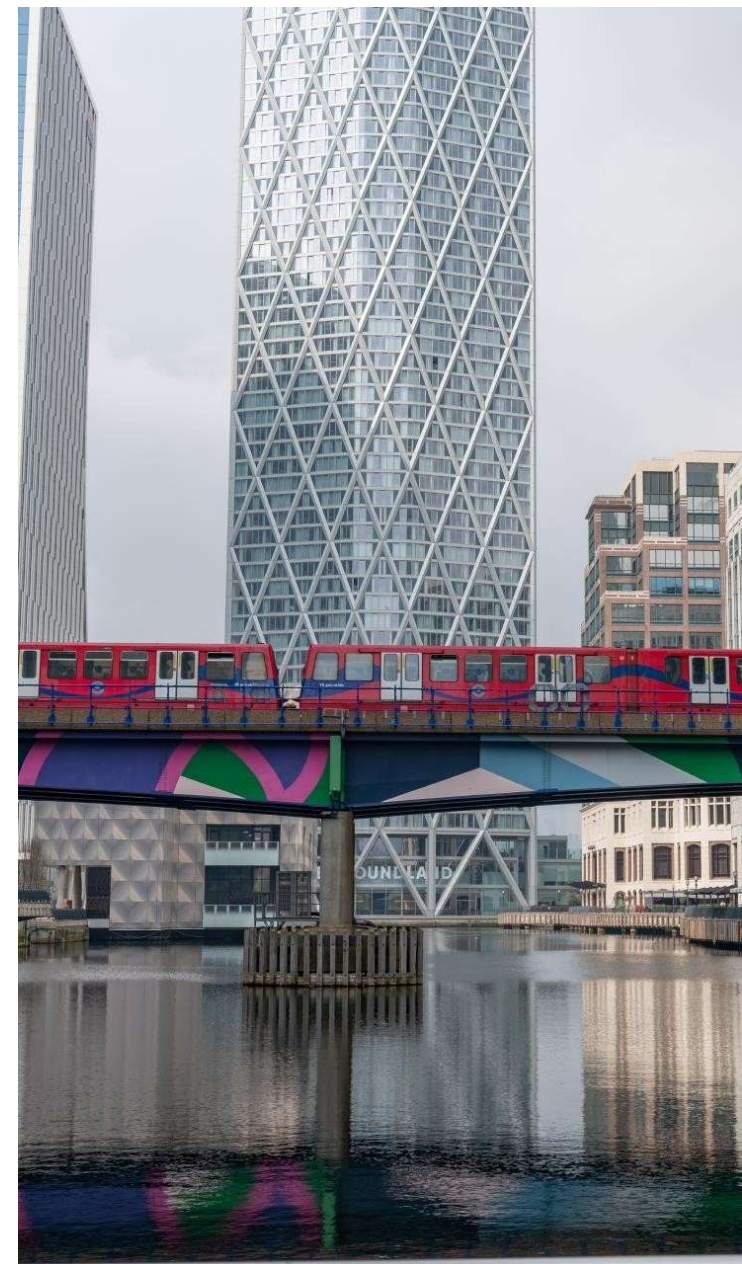
ACTIVITIES

- Team attended Singapore Fintech Festival and hosted an event with LSEG and Singapore Fintech Association
- Ran a collaboration session for City of London's AI Innovation challenge
- Attended and partnered with Fintech Connect conference – hosted a fintech pitch showcase on stage
- Ran an 'access to funding' event with Lloyds Fintech investment team

NEXT QUARTER



- Hosting a Fintech Club event on Cybercrime
- Trade Mission to UAE
- Stakeholder meetings with Innovate Finance, Fintech Alliance, Fintech Fringe, City of London, Cyber London and FCA
- GLG Cohort 6 launch, with 20 new companies



Enterprise Tech & Business Services

HIGHLIGHTS

- 11 FDI wins for £13m GVA
- 2 GLG wins £16.9m
- LegalTech Roundtable
- AI dinner
- Zurich People Tech mission
- Trade Mission to Singapore
- Trade Mission to India
- WebSummit

NEXT QUARTER



- BETT annual event
- Future of Work dinner
- Fintech & Enterprise Trade mission to middle east
- Enterprise trade mission to California
- GLG Cohort 6 launch

ACTIVITIES

- LegalTech roundtable at Linklaters, with Taylor Wessing and Oury Clark, 35 tech businesses.
- 2nd edition of private AI Dinner with 16 clients including Writer AI, Glean, Holistic, Fujitsu, HSBC and Notion Capital.
- Europe Fast Track visit to Zurich, Future of Work
- Trade mission to Singapore
- Trade mission to India



Sustainability

HIGHLIGHTS

- **Two London Growth Plan Workshops with Mete Coban – Climate Tech and Green Finance**
- 2 FDI completions totaling £339k GVA
- £43 mill GVA from GLG companies for the quarter
- Fourth Sustainability Innovation Demo Day and Annual Sustainability Reception
- Sustainability Trade Mission to Paris and Amsterdam
- **Smart City Expo World Congress in Barcelona in working with Connected Places Catapult, LOTI, ECDC and LLDC on the London Hub**
- **Speaking at Green Cities are Great conference in Sofia with Seb Dance**
- **Web Summit in Lisbon**

NEXT QUARTER



- Welcoming two new starters to the FDI Sustainability team
- Meet the Corporate session with Stellantis
- **Sustainability Fast Track (mini Trade Mission) to Berlin, Africa Immersion week, China/Hong Kong Trade Mission**
- GLG Cohort 6 launch (>23 sustainability companies)
- **Joining Green Jobs Revolution Roundtable, Royal Docks Networking Forum, PLA Net Zero Coalition Workshop and Future Build - hosting a Dutch delegation for Future Build**

ACTIVITIES

- Hosted Meet the Corporate sessions with Coca Cola Ventures and Grosvenor and first edition of Sustainability 'Green Gatherings' – a series of intimate dinners for sustainability focused companies on the GLG programme
- Hosted the following visits: Finnish delegation with Business Finland (built environment), Innovate Norway delegation (general clean tech), Norwegian delegation (general clean tech), Dutch delegation (built environment), Oslo Business Region Delegation, Korean delegation (general clean tech)
- Attended the following events: Evolving Wimbledon Development Conference panel session, GO–GET Zero Uber event with C40 on urban charging infrastructure, The Future is now with Plexal, Climate leaders forum at House of Lords, Future Forward - Exploring Sustainable Technology for Modern Organisations, Blue Earth Summit, Climate Tech Show, London Build, Sifted Summit, US, Canada & UK Low Carbon Industry Leaders, Energy Innovation Summit

Life Sciences - MedCity

HIGHLIGHTS

- Secured £5.6M total GVA against target of £6M
- Life Science Cities report published
- Hosted successful London Life Science Week opening reception in partnership with the BIA
- Led successful delegation to BioJapan
- JETRO funded UK launchpad programme commenced with a visit involving expert mentors held in Tokyo
- Cohort 2 of London Health Accelerator for Social Enterprises commenced



NEXT QUARTER

- Presenting MedCity research at MIPIM in March
- Organising webinar on AI applications in life sciences with LSIC, Japan
- Delivery of UK launchpad programme for Japanese biotech on behalf of JETRO, demo day and final report
- Delivery of cohort 2 UKSPF funded London Health Accelerator for Social Enterprise, graduation event and final report
- Constructing Science Capital Allowances and Tax Relief report to be published
- Attending APPG Life Sciences Parliamentary reception
- Hosting a Meet The Corporate event with Thermofisher.

ACTIVITIES

- Generated 14 new FDI LS opportunities in Q3 (51 in this FY)
- Hosted Life Science symposium in Tokyo
- Hosted first BioJapan reception in London
- Lab Providers Forum event on Sustainability in Lab operations at Rolling Stock Yard
- Welcomed a new member to Lab Providers Forum: Crick Institute.
- Hosted international delegations: KORTA Korean Biotech, Estonian biotech, two separate Indian delegations, Dutch Biotech and MedTech companies, and two separate Japanese Life Science delegations
- Presented at GRI Europe in Paris, UKSPA conference, EIT health London Summit, GRI London
- Held Life Sciences funding workshop with GrantTree
- Attended Harley Street Healthcare, PharmaIntegrates conference, London RESI, GIANT Health, Kadans Innovation summit, Genesis.
- Mentorship of cohort SMEs on Digital Health.London Accelerator
- Successful Pitch event with UCLB Medtech spinouts, 2 of the 6 that presented raised funding from Angels
- Engaged with 26 new life sciences SMEs via the June pitch event
- Held successful ATFs with SFC Capital, Deepbridge etc.
- Roundtables with subject matter experts on AI, MedTech regulation and Adoption into NHS



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VISITOR ECONOMY



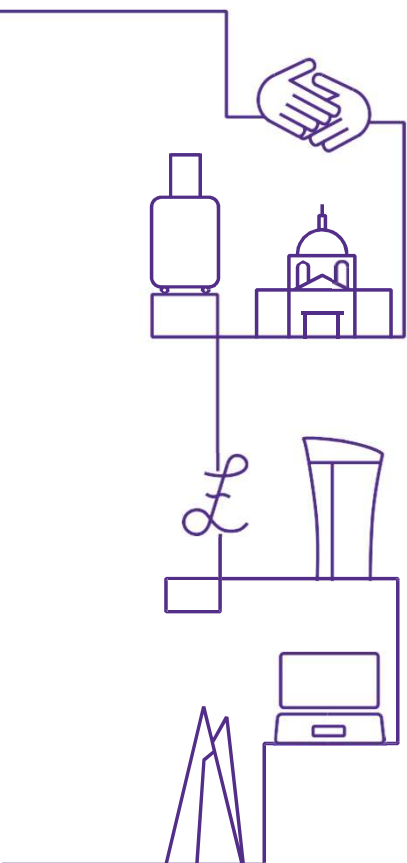
Conventions and Business Tourism

ACTIVITY

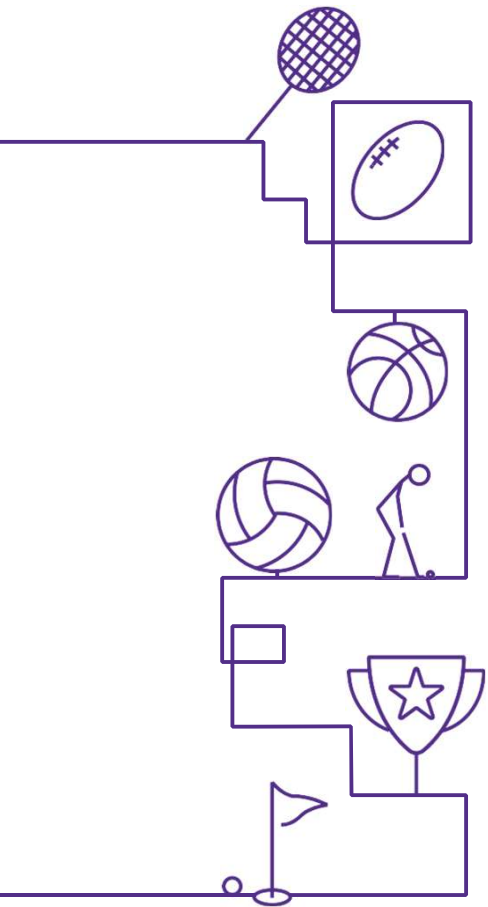
- IMEX USA Trade Show; 27 stand partners; 22 destination presentations, 140 x121 appts
- UIA Congress attendance
- Association Excellence Awards
- PCMA Convening EMEA Congress
- IBTM , Barcelona Trade Show; 23 stand partners, 18 destination presentations; 141 x 121 appts
- ICCA Congress Abu Dhabi
- Eurostar 30th Anniversary event – Brussels, London stand
- 13 Major bids submitted 2027 – 2033 ; 108,500 delegates
- £18m GVA confirmed , inc CISCO Live 2027; £10m; Alzheimer's Assoc 2026 £5m
- CVB Website upgrades

SITE VISITS

- World Scout Conference 2026 (now confirmed at Olympia)
- EAU Partner day at Excel – confirmed congress for 2026 – 13,000 delegates
- Sibos2028 site visit
- ESOT 2025 Legacy workshop – at Excel
- US Hosted buyer group – 6 leading agents, with support from partners



Major Events



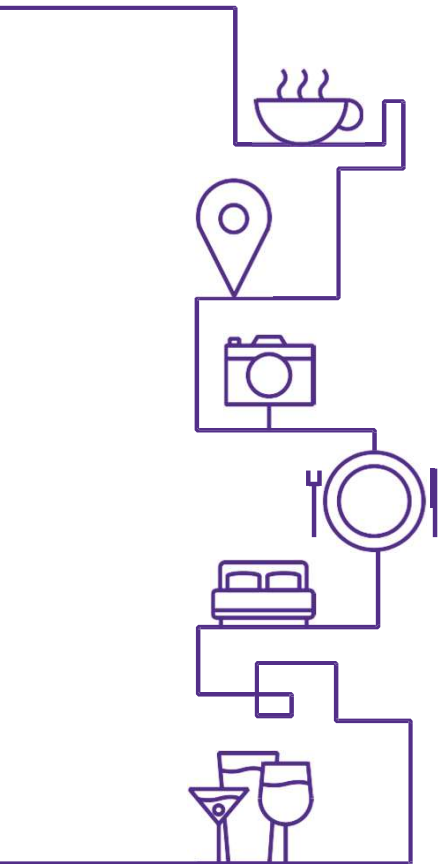
Delivered/supported

- PUBG Mobile 2024
- NFL 2024
- Business luncheon for Jacksonville Jaguars
- NFL/Mayor of London Thanksgiving
- League of Legends World Championship Finals 2024
- Fnatic/GLA esports event 2024
- IMEX America
- Ultimate Tennis Showdown

Live/won

- Rugby World Cup 2025 (live)
- BLAST 2025 (live)
- World Climbing League 2025 (won)
- London Experience Week (live)
- SXSW (live)
- City Flyover (live)
- Battersea Games (bid)
- E1 Powerboat Series 2025 (bid)
- Dreamhack (bid)
- Gran Turismo World Champs (bid)

Leisure Tourism summary



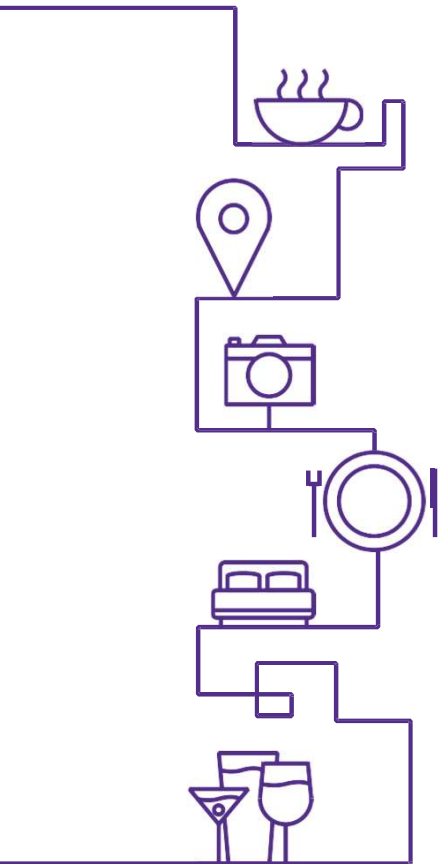
Visitor Experience

- Visitor data trust pilot is underway in partnership with GLA High Street Data Service team. The aim is to test a new visitor data proposition to make data more affordable and accessible for visitor economy partners.
- Visit London ticketing shop proof of concept launched in Covent Garden at the end of October and ran for four consecutive weeks. The pilot achieved its principle aim of assessing demand and gathering first-hand insight.
- Recruiting a Destination team which will lead on the delivery of the Visitor Experience strategy.

Consumer marketing

- Paddington Bear partnership – announced Visit London's first ever Official Welcome Ambassador, launched with a Paddington Bear mural on South Bank, unveiled by Ben Wishaw, PR and Visit London owned and operated cross-channel promotion.
- Working with United Airlines, LNER, Merlin Entertainment and Visit Scotland to establish a possible co-op to co-fund a marketing campaign to promote London and Scotland as part of the same trip to a US audience. Timings TBC, but likely Q3/Q4 2025/26 FY.
- Updated London Sustainability Hub and launched London Sustainable Pledge.
- Supporting and capitalising on Visit Britain Film & TV Starring Great Britain campaign, with complimentary content to highlight London Film & TV experiences and products across Visit London channels.

Visit London channels performance



Visit London website & ecommerce

- Users increased by 5% YoY
- Domestic users flat, but strong growth from international users, most notably France
- Very strong sales of attraction and experience products

Social media engagement and growth

- 47.8m organic engagements in Q3
- 7.5m paid engagements in Q3
- 123k new followers in Q3

Social media content

- Christmas content performed very well this quarter, including a video promoting the Christmas lights open top bus tour. The Covent Garden Christmas light switch on and Trafalgar Square Christmas market pieces also were among top pieces of content this month.
- A piece of content providing information around the New Year's Day parade performed particularly well, with many comments from people expressing that they were previously unaware of the event but are now looking forward to it in 2025.



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**SMALL
BUSINESS**

ONE YEAR OF GROW LONDON LOCAL

 **Helped 16,000+ entrepreneurs** to access support.

 **1,000+**

entrepreneurs attended our events including Coffee Fridays, Hubs and at the Post Office.


88% of entrepreneurs supported in person are from an ethnic minority, female or have a disability.



245,000+ entrepreneurs reached

 **372**

support providers across London boroughs, FE colleges, universities, chambers of commerce, business improvement districts, charities and businesses.

 **61** Net Promoter Score from entrepreneurs supported – considered “excellent” by industry standards.

SMALL BUSINESSES

October - December 2024

Entrepreneurs Reached

 **89,108**
Digital

 **3,696**
In-person

 **92,804**
Total

Entrepreneurs Helped

 **4,955**
Digital

 **1,872**
In-person

 **6,827**
Total

Ethnic Minority ●●●●●●●● 66%
Female ●●●●●●●● 54%
Disabled ●●●●●●●● 11%

Most Represented Sectors Supported

1. Business Services
2. Food & Drink
3. Other / Health, Fitness & Wellness

Top Categories of Business Support Requested

1. Marketing
2. Finance
3. Planning

Entrepreneurs Supported by Business Stage

 **46%** Pre-start up  **54%** SME

*Equalities data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website

SMALL BUSINESS SUPPORT

January – December 2024



372
Support Providers



1,270
Business Support Offerings

Here at Grow London Local, we have a team of dedicated Relationship Managers who source and onboard business support providers to deliver free and affordable services for London's micro and small businesses.

With a platform packed full of excellent support offers including skills and training, events, webinars and mentoring. Grow London Local is the one place for SMEs to access the support they need to grow. London's entrepreneurs can find the help they need to thrive through booking a free consultation with a Business Support Manager, get personalised recommendations through the 'Business Success Check' [tool](#) or browsing the digital platform.

The team also welcomes businesses interested in becoming support providers opportunity windows to submit an expression of interest via the Grow London Local website.

Top Categories of Business Support Available

1. Marketing
2. Digital
3. People

Costs of Business Support

£ Partly funded - 152

£ Fee payable - 180

£ Free to access - 938
(Government or privately funded)



*Business support offerings is support delivered by a service provider to provide information, advice or guidance to meet a business need, address a problem or enhance the resilience of a business.

SKILLS SUPPORT FOR SMALL BUSINESSES

January – December 2024



23
Skills Support Providers



190
Skills Support Offerings*

66

"Our partnership with Grow London Local has been pivotal in connecting us with businesses that benefit from Hackney Impact's comprehensive range of support services. Grow London Local has been an invaluable source of referrals, enabling us to concentrate on delivering high-quality assistance to nearly 400 businesses in Hackney."

Paul Wight,
Programme Manager at
Hackney Impact (Allia)

Entrepreneurs Helped to Access Skills Support Provision



2,113
Digital



1,695
In-person



3,808
Total

Ethnic Minority ●●●●●●●● 66%
Female ●●●●●●●● 55%
Disabled ●●●●●●●● 12%

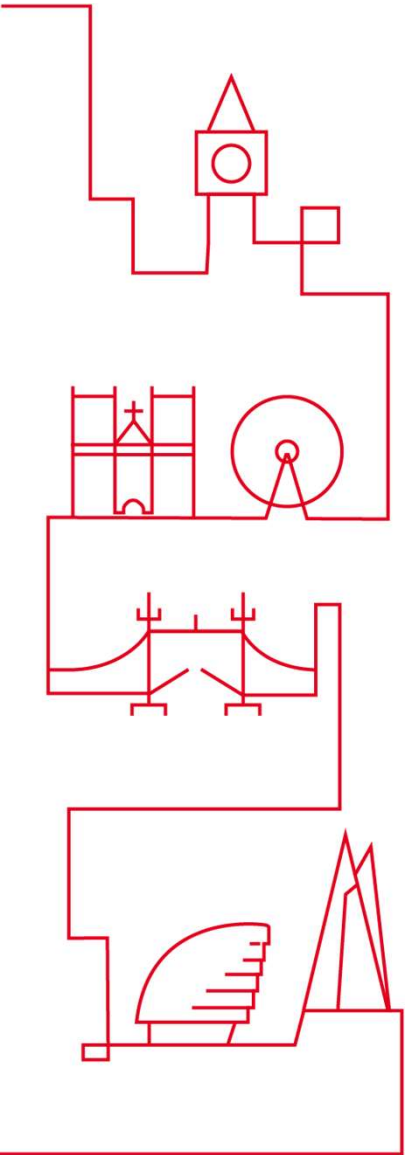
Most Viewed Skills Support

1. English for Speakers of Other Languages
2. English reading and writing skills
3. Leadership and management

Most Referred to Skills Support

1. Business Advice & Strategy
2. Digital Skills
3. Social Media Marketing

*Skills support offerings is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth. *Equality data is captured from in-person and digital diagnostics however is not available for users who self-serve content on the Grow London Local website



OUR IMPACT ACROSS LONDON

West London Alliance

(Barnet, Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow)

1,428

Total Businesses Supported



"Grow London Local sponsored the University of East London (UEL) Creative Industries Festival, an inaugural multi-day event dedicated to improving connections between emerging creatives and leading organisations. This provided a brilliant opportunity to exhibit our services by offering local entrepreneurs face-to-face consultations."

Rishikesh Kardile - Regional Manager

South London Partnership

(Croydon, Kingston upon Thames, Merton, Richmond upon Thames and Sutton)

729

Total Businesses Supported



"In Merton and Kingston, Grow London Local proudly sponsored a variety of events. From the community-led Namaste Kingston to Merton Chambers of Commerce's Kingston & Merton Expo24 and its Women in Business Workshop and Networking Lunch, these events provided an excellent opportunity to gain wider brand visibility with key stakeholders in the community."

Danny O'Sullivan - Regional Manager

Central London Forward

(Camden, the City of London, Hackney, Haringey, Islington, Kensington and Chelsea, Lambeth, Lewisham, Southwark, Tower Hamlets, Wandsworth and Westminster)

3,593

Total Businesses Supported



"Grow London Local sponsored the Urban Elephant Festival in September, engaging with local entrepreneurs in Elephant Park, and the annual Mayor of Lewisham Business Awards in November. This saw our Business Support Managers shortlisting SMEs as part of the judging panel and presenting awards to the winners. The event was a wonderful way to round off the year and showcase Grow London Local in front of key businesses and stakeholders."

Abdus Salam - Regional Manager

Local London

(Barking & Dagenham, Bexley, Bromley, Enfield, Greenwich, Havering, Newham, Redbridge and Waltham Forest)

1,560

Total Businesses Supported



"One highlight from work we have done in the WLA was in Barnet, the team supported National Older Workers Week at the Jobcentre Plus, an initiative helping those aged 50 and above into work."

Sunisha Varsani - Regional Manager



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LONDON BRAND – PR



London Brand -PR



High-level summary

Q3 has been a strong quarter for media coverage.

On the business side, our CEO, Laura Citron, appeared on [BBC News Business Today](#) ahead of our Grow Summit to share new research showing London as the world's #1 source city and #2 destination city for AI-related foreign direct investment. At the same event, we worked with [Bloomberg](#) to record a podcast featuring Eben Upton, CEO of Raspberry Pi, discussing why London is an attractive location for business growth and why he chose to list here.

At LA Tech Week, our work earned a feature in [Forbes](#) that explored the creative ties between London and Los Angeles, underlining the collaborative opportunities across these two innovative cities.

For small businesses, we celebrated the achievements of a local entrepreneur in [News Shopper](#). Her inspiring story highlighted how our Grow London Local support service played a role in helping her build her business.

On the destination side, we were excited to introduce Paddington Bear as London's first-ever Welcome Ambassador. The campaign included a colourful mural on the South Bank and a media moment with actor and voice of Paddington Bear, Ben Whishaw, which attracted attention from both local and international outlets, such as the [Associated Press](#), [BBC News London](#), and [ABC Spain](#).

Elsewhere, we brought together over 25 international journalists for a press event to share the exciting news that London was named the best city for 2025 by Resonance. As December drew closer, we worked with TfL to design a special Tube map featuring festive attractions and events outside Zone 1. Another big moment was opening Visit London's first-ever pop-up shop, which was featured in travel outlets including [Travel and Tour World](#).

On the business tourism, conventions, and major events side, we promoted the work of the London Convention Bureau at IMEX America, showing its value to the city's economy, with coverage in [Business Traveller Exhibition News](#), with an opinion piece in [C&IT](#). We worked with the Greater London Authority's culture team to showcase the benefits of hosting the League of Legends World Championship, with coverage in [The Standard](#). We also teamed up with Eurostar and VisitBrussels to host a press trip for journalists in the meetings and events industry.

On the international stage, Janet Coyle, our Grow London Managing Director, visited India to highlight how Indian businesses are investing in London. During her visit, coverage was secured in [The Indian Express](#), [The Financial Express](#), and [The Economic Times](#). Meanwhile, Opportunity London's Asia-Pacific tour secured over 200 media hits, including one-on-one interviews with its CEO, Jace Tyrrell, in outlets [Bloomberg BusinessWeek \(Hong Kong\)](#), [Ming Pao \(China\)](#), and [TVB Pearl \(Hong Kong\)](#).

Q3 PR results:

Total pieces of coverage:
722

Global audience reach:
31,325,008,702

Global engagement:
159,029,229

London Brand – PR, destination press highlights

ABC

Londres descubre un nuevo mural urbano del icónico Paddington

Londres (Reino Unido), 31 oct (EFE).- Londres revela un nuevo mural de Paddington, su icónico oso, d...



NZ Herald

+ Follow

25.2K Followers



TimeOut

11 Christmas-themed experiences that make London magical in Decemeber

London has been named the greatest city in the world AGAIN

The Big Smoke has taken top spot in Resonance's World's Best Cities ranking for the 10th year in a row



Megacities - When Night Falls in London



Forbes

FORBES > BUSINESS

These Cities Reported The Biggest Economic Boosts From Taylor Swift's Eras Tour—As Tour Wraps Up In Vancouver

Conor Murray Forbes Staff
Murray is a Forbes news reporter covering entertainment trends.

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Tuesday, October 29, 2024



BELLA Media + Co.

luxury hotels - Luxury Travel - Luxury Experiences - Luxury Resorts
Oct 28 - Written By Maxine Albert

Eat, Play, Sleep In These New London Hotspots



* SECRET LONDON

This Handy New Map Shows How To Get To Some Of London's Best Christmas Events – Whilst Avoiding The Crowds Of Zone 1

THE STANDARD

League of Legends World Championship final to bring London £12m economic boost

AFAR

TRAVEL INSPIRATION - CITIES WE LOVE

The World's 10 Best Cities of 2025

BBC London



Ben Whishaw
Actor
BBC LONDON

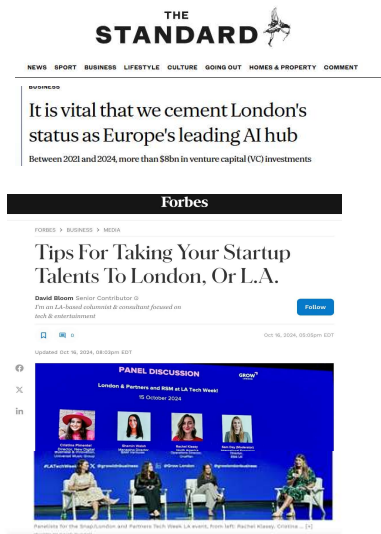
Forbes

Mandarin Oriental Mayfair Is A Serene Hidden Gem In London

London Brand – PR, business press highlights



London presents US\$12 billion investment projects with untapped multi-sector opportunities for Asian investors



The Indian Express

Bengaluru leads Indian cities in FDI contribution to British capital: London & Partners

Bengaluru's significant contribution—13% of total FDI inflows—underscores its role as a key player in the global investment landscape, according to a business growth agency.



Bloomberg UK

Raspberry Pi's 'Once in a Lifetime' Chip Disruption

In this live recording of *In the City*, Eben Upton discusses listing in London and what future shocks he may have to tackle.



From left, Bloomberg Radio Anchor Stephen Carroll, Raspberry Pi's Eben Upton and angel investor Sherry Coutu at the GROW Summit event in London on Nov. 7. Photographer: Paul Clarke/P&M-i.com

BBC NEWS



News Shopper

The Vegan Patty Lady named Best New Business in Lewisham



BUSINESS TRAVELLER

London: Geschäftstourismus bringt rekordverdächtige Einnahmen





LONDON
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INCOME GROWTH OPPORTUNITIES



Commercial Partnerships - Tourism

The Tourism Partnership team oversees the recruitment and ongoing engagement of around 380 Premium Members and Strategic Tourism Partners, delivering key industry collaborations.

- By the end of Q4, we secured £1.3 million, progressing toward our full year reforecast of £1.4 million.
- Various Strategic Partners have renewed their partnerships whilst One Great George Street, Somerset House, The Standard and the Ministry of Sound have joined as Premium Members.
- Despite a reduced team impacting Q1 & Q2's business development, we now have a full team in place ready to focus on growth and we aim to steadily increase the number of Premium Members joining.
- We hosted several partner events, including webinars on insights, USA political update and in-person events such as Convention Exchange Bureau briefing and Meet the Teams.



Commercial Partnerships – Business

The Business Partnerships team manage partner engagement and acquisition of partners across all Grow London programmes. We work with around 40 partners across inward investment, trade and innovation.

- We have confirmed new strategic partnerships with JC Decaux, Earls Court Development Company and Lendlease
- We are pleased to have expanded our partnership with NatWest going into 25-26
- We also successfully delivered sponsorship for this year's Grow Summit, working with partners including Fidelity Centre for Applied Technology, Google for Startups, Morgan Stanley (new for 2024), and Wilson Sonsini
- We are seeing most growth across bespoke, strategic partnerships which span multiple areas of L&P delivery





LONDON
& PARTNERS

STRATEGY AND OPERATIONS



Corporate Affairs

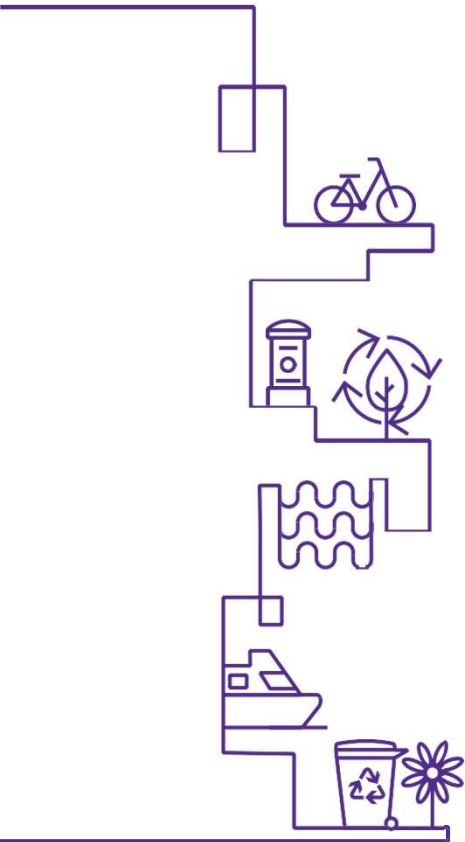
RESEARCH & INSIGHTS

- 
- Hosted our Q3 webinar with our tourism partners to showcase the latest global and local tourism trends. We had guest speaker PRD to talk about the Visitor Data Trust Project which we are working in collaboration with the GLA.
 - Delivered Q3 results of our Attractions Monitor highlighting the performance of participating attractions in London. Analysis included year on year comparisons, inner versus outer London and paid versus free attractions.
 - Published our updated FDI Global Cities Comparison report in October, comparing London with 21 other global cities, across a range of metrics.
 - Delivered five pre-trade mission briefing reports to support our Grow London Global team, including: Hon Kong & Shanghai (Life Sciences), Dubai (Tech sectors), North America (Fintech), Singapore (Tech sectors) and India (Fintech & Enterprise Tech).
 - Analysis of sector sizing and growth in support of work around the London Growth Plan.

STAKEHOLDER RELATIONS

- Support on London Growth Plan, which is being developed jointly by the Mayor of London, London Councils, businesses, universities, trades unions and other stakeholders. The London Growth Plan will set out how we will grow London's economy to improve the lives of all Londoners, drive London's green transition and support prosperity in London and across the country over the next 10 years.
- Embedding new Stakeholder Managers into team – these new roles continue to lead borough relationships and are expanding engagement with wider stakeholders in each of London's four subregions. The roles are being shaped and will be further defined in line with the L&P Strategy.

Operations



FINANCE

- Year end 23/24 financial external audit fieldwork complete but awaiting going concern confirmation
- New finance system project is progressing, and customisation stage has begun

TECHNOLOGY

- New Director of Technology & Data recruitment underway.
- Ongoing investment into cyber security and enterprise technology

HUMAN RESOURCES

- Development and first draft of 3-year People Strategy.
- Formal recognition with B-Heard Best Companies Engagement Survey. Ranked in the top 5 Best Organisations in the Not-For-Profit sector and also in the Top 10 for Best Medium sized organisations in London.

FACILITIES

- Installation of new desks planned into Union Street as capacity remains constrained.
- Ongoing programme to review future office plans at end of current rent term.

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THANK YOU

